

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**

<u>Contract / Revision</u> 363205 /		<u>Alt Order #</u> 06864395
<u>Product</u> <b>Mitt Romney</b>		
<u>Contract Dates</u> <b>10/17/12 - 10/23/12</b>		<u>Estimate #</u> <b>332</b>
<u>Advertiser</u> <b>Romney/R/President</b>		<u>Original Date / Revision</u> 10/16/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/22/12	10/23/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$550.00			
N 2	WTMJ	10/17/12	10/19/12	Live at Daybreak	6a-7a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$650.00			
N 3	WTMJ	10/17/12	10/19/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WTMJ	10/15/12-10/21/12	Today Show M-F	7a-9a	---WThF----	:30		<del>\$500.00</del>	NM		
	See MG 20.2											
N 4	WTMJ	10/22/12	10/23/12	Today Show M-F	7a-9a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$600.00			
N 5	WTMJ	10/22/12	10/23/12	Live at Noon	12p-1230p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$325.00			
N 6	WTMJ	10/17/12	10/19/12	Live at Noon	12p-1230p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$250.00			
N 7	WTMJ	10/17/12	10/19/12	Live at 12:30	1230p-1p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	10/15/12-10/21/12	Live at 12:30	1230p-1p	---WThF----	:30		<del>\$250.00</del>	NM		
	See MG 20.2											
N 8	WTMJ	10/22/12	10/23/12	Live at 12:30	1230p-1p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$325.00			
N 9	WTMJ	10/22/12	10/23/12	Live at 4:00 News	4p-430p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$400.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 363205 /		<u>Alt Order #</u> 06864395
<u>Contract Dates</u> 10/17/12 - 10/23/12	<u>Product</u> Mitt Romney	<u>Estimate #</u> 332
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 10/16/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 10	WTMJ	10/17/12	10/19/12	Live at 4:00 News	4p-430p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				3	\$300.00			
N 11	WTMJ	10/17/12	10/19/12	Live at 4:30 News	430p-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				3	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	10/15/12-10/21/12	Live at 4:30 News	430p-5p	--- WThF----	:30		<del>\$350.00</del>	NM		
See MG 20.2												
N 12	WTMJ	10/22/12	10/23/12	Live at 4:30 News	430p-5p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$400.00			
N 13	WTMJ	10/22/12	10/23/12	Live at 5 News	5p-530p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$600.00			
N 14	WTMJ	10/17/12	10/19/12	Live at 5 News	5p-530p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				3	\$600.00			
N 15	WTMJ	10/17/12	10/19/12	Live at 6 News	6-630p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WTF--				3	\$650.00			
N 16	WTMJ	10/22/12	10/23/12	Live at 6 News	6-630p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$650.00			
N 17	WTMJ	10/22/12	10/22/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
N 18	WTMJ	10/17/12	10/18/12	Access Hollywood	630p-7p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- WT---				2	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Access Hollywood	630p-7p	--- WTh-----	:30		<del>\$400.00</del>	NM		
See MG 20.2												
N 19	WTMJ	10/22/12	10/22/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,500.00			
N 20	WTMJ	10/17/12	10/17/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-- W----				1	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/15/12-10/21/12	Live at 10pm M-F	10p-1035p	--- W-----	:30		<del>\$1,250.00</del>	NM		
See MG 20.2												
	2	WTMJ	10/18/12-10/18/12	Thu NBC Prime B	8p-9p	---- Th-----	:30		\$2,750.00	NM		
Ⓜ MG for 7.2,18.1,3.3,11.2,20.1												
N 21	WTMJ	10/20/12	10/20/12	Today Show Saturday	6a-8a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00			
N 22	WTMJ	10/20/12	10/20/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$300.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
363205 /	06864395

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	Mitt Romney	332

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/President	10/16/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 23	WTMJ	10/20/12	10/20/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00			
N 24	WTMJ	10/20/12	10/20/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00			
N 25	WTMJ	10/21/12	10/21/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$200.00			
N 26	WTMJ	10/21/12	10/21/12	Today Show Sunday	7a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
N 27	WTMJ	10/21/12	10/21/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
N 28	WTMJ	10/21/12	10/21/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$600.00			
N 29	WTMJ	10/21/12	10/21/12	Sunday Insight	10am-1030am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
N 30	WTMJ	10/21/12	10/21/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
N 31	WTMJ	10/21/12	10/21/12	Football Night in America	6pm-7:15pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,500.00			
N 32	WTMJ	10/21/12	10/21/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$5,000.00			
<b>Totals</b>											<b>53</b>	<b>\$32,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	53	\$32,350.00	\$27,497.50
<b>Totals</b>	<b>53</b>	<b>\$32,350.00</b>	<b>\$27,497.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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